

# Shan Jin

Creative Technologist

Building interactive demos and AI-driven prototypes for brands and media experiences.

San Francisco, CA  
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## EXPERIENCE

### Goodby Silverstein & Partners

#### Creative Technologist — *San Francisco, CA*

Nov 2018 - PRESENT

Lead end-to-end software development for brand activations and interactive prototypes from pitch to launch.

Rapidly experiment with emerging technologies to de-risk ideas and shape production.

Advise creative teams on technical feasibility, scope, and timelines; translate concepts into buildable plans.

Educate the agency through demos, share-outs, and workshops; equip creatives with new tools and workflows.

### Fake Love, A New York Times Company

#### Creative Technologist — *New York City, NY*

Mar 2017 - Sep 2018

Built interactive software for immersive experiences across brand activations, conferences, and editorial showcases.

Researched and prototyped with emerging technologies to seed internal tools and future client work.

Supported on-site installations, handling hardware setup, calibration, and troubleshooting.

### Red Paper Heart

#### Creative Technologist Intern — *New York City, NY*

Jun 2016 - Nov 2016

Built software and hardware for interactive installations featured at a music festival and in retail environments.

## SKILLS

**GenAI tools:** ComfyUI, Veo, ElevenLabs

**Creative Coding:** TouchDesigner, GLSL shader, openFrameworks

**Web:** Javascript, Python, AWS

**Hardware prototyping:** sensors, circuits, microcontrollers

## AWARDS

Campaign US Innovation Lead Winner 2024

AdAge Creative Technologist of the Year Finalist 2024

Campaign US Inspiring Women 2023

Business Insider: Rising Stars of Madison Avenue 2022

## EDUCATION

### New York University

ITP, Interactive Telecommunication Program — *MPS*

Sep 2014 - May 2016

### Fudan University

Software Engineering — *B.E*

Sep 2008 - Jul 2012